

of leaflets entitled "La Toja Soap from the Salts of the Famous Mineral Waters of La Toja" and a number of booklets entitled "La Toja Toilet Preparations" and "La Toja Salts Their Incorporation in La Toja Baths." Examination showed that the *La Toja Bath* consisted essentially of salt and water, with small proportions of other inorganic compounds; and that the *La Toja Toilet Soap* and the *La Toja Mud Soap* consisted essentially of soap, water, and salt, with small proportions of other inorganic compounds.

LABEL, IN PART: "La Toja Bath," "La Toja The Natural Mineral Salts Soap Toilet Soap [or "Mud Soap"]."

NATURE OF CHARGE: Misbranding, Section 502 (a), certain statements in the labeling of the articles were false and misleading, since the articles would not be effective for the purposes claimed. The false and misleading statements regarding the articles were to the following effect:

That the *La Toja Bath* was effective in the treatment of arthritis, arthritis deformans, rheumatism, neuritis, sciatica, lumbago, gout, skin disease, and nervous conditions; and that it would exert a sedative effect and promote profound and refreshing slumber;

That the *La Toja Toilet Soap* was effective in the treatment of eczema, psoriasis, acne, itch, muddy complexion, dandruff, and baldness due to dandruff; that it would restore the porosity of the skin and promote cutaneous respiration and elimination; that it would maintain or restore good health; that it would promote powerful actions, both local and general; and that it would penetrate to the deepest layers of the epidermis and exert a stimulating effect;

That the *La Toja Mud Soap* was effective in the treatment of arthritis, rheumatism, eczema, psoriasis, acne, itch, muddy complexion, dandruff, and baldness due to dandruff; that it would restore the porosity of the skin and promote cutaneous respiration and elimination; that it would maintain or restore good health; that it would promote powerful action, both local and general; and that it would penetrate to the deepest layers of the epidermis and exert a stimulating effect.

DISPOSITION: February 10, 1948. Default decree of condemnation and destruction.

2427. Misbranding of Dapper Hair and Scalp Tonic. U. S. v. 21 Bottles, etc. (F. D. C. Nos. 24388, 24389. Sample Nos. 19134-K, 19135-K.)

LIBEL FILED: March 19, 1948, Eastern District of Kentucky.

ALLEGED SHIPMENT: On or about February 17, 1948, by the King Drug Co., from Cincinnati, Ohio.

PRODUCT: 37 1-pint bottles and 42 8-ounce bottles of *Dapper Hair and Scalp Tonic* at Covington and Newport, Ky., together with one poster entitled "Why be bald," which was shipped with the product. Examination showed that the product was a perfumed liquid consisting essentially of water, alcohol, pilocarpine hydrochloride, and vitamin B.

LABEL, IN PART: (Bottle) "Dapper Hair and Scalp Tonic Contains Vitamin B"; (poster) "Why be bald? * * * Vitamin B Puts Hair on Jap Heads Bare * * * Two Nagoya University professors claimed today they have cured baldness by injecting Vitamin B into the scalp."

NATURE OF CHARGE: Misbranding, Section 502 (a), certain statements in the labeling of the article were false and misleading, since they represented and suggested that the article was effective in promoting the growth of hair and that vitamin B contributes in some manner to the value of a hair preparation. The article was not effective in promoting the growth of hair, and vitamin B does not contribute to the value of a hair preparation.

DISPOSITION: April 12, 1948. Default decree of condemnation and destruction.

2428. Misbranding of Gingisol. U. S. v. 69 Bottles * * *. (F. D. C. No. 23909. Sample No. 18143-K.)

LIBEL FILED: November 14, 1947, Eastern District of Tennessee.

ALLEGED SHIPMENT: On or about October 14, 1947, by Gingisol Laboratories, from Cleveland, Ohio.

PRODUCT: 69 8-ounce bottles of *Gingisol* at Chattanooga, Tenn. Examination showed that the product contained potassium phenolate and not more than an inconsequential amount, if any, of fluorides.

LABEL, IN PART: "Dr. Barben's Gingisol."

NATURE OF CHARGE: Misbranding, Section 502 (a), certain statements on the label were false and misleading. These statements represented and suggested that the article would be efficacious in the treatment and prevention of gingivitis and pyorrhea; that it would be efficacious to restore soft, spongy, bleeding gums to a healthy pink color, and to help keep gums firm and healthy; that it would cause swelling, bleeding, and tenderness in gums to subside; that it would aid materially in the healing process after tooth extractions; that it would be efficacious in the treatment of abscessed teeth and infected gums and tonsils; that it would aid in the correction of the chief causes of rheumatism, heart trouble, kidney disorders, stomach trouble, and nervous disorders; and that it would prevent the absorption of germs and poisons developing in diseased teeth and infected gums and tonsils. The article would not be effective in the prevention or treatment of the diseases, symptoms, and conditions stated and implied.

DISPOSITION: April 9, 1948. Default decree of condemnation and destruction.

2429. Adulteration and misbranding of vitamin B-complex tablets. U. S. v. 258 Dozen Cartons, etc. (F. D. C. No. 19939. Sample No. 20898-H.)

LABEL FILED: On or about June 21, 1946, Western District of Missouri.

ALLEGED SHIPMENT: On or about September 1, 1943, by Major Vitamins, Inc., from New York, N. Y.

PRODUCT: 258 dozen cartons, each carton containing 100 tablets, and 30 dozen cartons, each carton containing 200 tablets, of *vitamin B-complex tablets* at Kansas City, Mo. Examination showed that the product contained less than the declared amount of vitamin B₁.

LABEL, IN PART: "Major-B Brand Natural B-Complex Vitamins with added thiamine."

NATURE OF CHARGE: Misbranding, Section 502 (a). The article was alleged also to be adulterated and misbranded under the provisions of the law applicable to foods, as reported in notices of judgment on foods, No. 13196, in which is set forth the nature of the charge under Section 502 (a).

DISPOSITION: October 30, 1946. The product was adjudged misbranded and was ordered delivered to a charitable institution.

2430. Misbranding of Nature's Minerals. U. S. v. 7 Cases and 400 Cards * * *. (F. D. C. No. 23673. Sample No. 73532-H.)

LABEL FILED: September 5, 1947, Northern District of Ohio.

ALLEGED SHIPMENT: On or about June 6, 1947, by the Nature's Mineral Food Co., from Indianapolis, Ind.

PRODUCT: 7 cases, each containing 12 bottles, of *M. F. Co's Nature's Minerals* and 400 cards accompanying the product entitled "Now a Mineral Health Resort in Your Home!" at New Philadelphia, Ohio. Examination of a sample of the product showed that it contained the substances listed on the label.

LABEL, IN PART: "M. F. Co's Nature's Minerals 270 Tablets A Composition of Minerals Comprising Calcium Phosphate, Iodized Salt, Calcium Carbonate, Magnesium Sulphate (Epsom Salts), Sodium Phosphate, Sulphur Sublimed, Iron Sulphate and Potassium Iodide."

NATURE OF CHARGE: Misbranding, Section 502 (a), the statements on the cards which accompanied the product were false and misleading. These statements represented and suggested that the product was effective in removing waste matter that causes acidosis, anemia, constipation, headache, lumbago, neuritis, rheumatism, sciatica, kidney and bladder trouble, nervousness, gastric ulcers, and digestive troubles; that it was effective for indigestion, rheumatism, soreness of the muscles, choking goiter, kidney trouble, backache, stomach ulcers, gout, diseases which attack the body, skin eruptions, and pain; that it was effective to work up gastric juice, make food digest, loosen joints, restore health, build up shrunken and decayed tissues, give one ambition, make eyes sparkle, prevent premature aging, restore pep and spring to the gait, and supply health and pleasure; and that it would be effective to obviate the necessity for goiter operations. The article would not be effective for the purposes so represented.

In addition certain statements on the accompanying cards were false and misleading, since they represented that the use of the article would be equivalent to a sojourn at a resort in its effect on one's health, and that its use would